1210 - New York Metro ROU

From: Kuruc, G. Nick
To: *=AllIn1: Do Not Send PC Files; 1210 - New York Metro ROU; 1310 - Philadelphia ROU; 1510 - Hartford ROU
Subject: Shop Rite Supermarkets (1177-00-00)- Co-Marketing Program
Date: Tue, Jan 31, 1995 3:24PM

Listed below are details of the 1st Quarter Co-Marketing Program to be worked in all Shop Rite Supermarkets Stores beginning on February 12:

Program Dates: February 12-March 26

Program: $ 3.50 scan reduction on all WINSTON Brand Styles

Advertising: Shop Rite will manufacture and deliver to stores special price reduction signs. I will also be supplied with additional signs which will be mailed to ROU's as soon as applicable.

Distribution: A special distribution of WINSTON Product will be sent to stores the week of February 6.

Payment: To be made to headquarters upon completion of Program, and proof of performance.

Please call me if you have any questions.

DM	T&D	REP
1224		
1225	✓	05
1226	✓	11
1229		
1230	✓	11, 16
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

RBM

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